9 March 1967

RE: RFP for Development of PAI Units for the Vietnamese Language
Course

1. The original letter of intent was sent on 3 November 1966
to a list of 25 potential contractors whom we felt would be interested
in receiving a Request-for-Proposal. Of this list only 13 firms
responded indicating any interest in the proposed project.

2. The formal RFP (attached) was sent on 25 January 1967 to
the 13 firms who indicated an interest in proposing. Formal
proposals were due by 1 March 1967.

3. To date we have received only three (3) formal proposals
and three (3) formal "not interested" replies from the firms solicited.
We anticipate at least two (2) other proposals by 15 March 1967

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Summary of Proposals Received

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A. ███████████████████████████████████████

1. Bid Price - $30,000.00 (not detailed)
2. Performance Period: 6 months

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3. Location of Work: ████████████████
4. Principal Investiga███████████████████ STATINTL
5. Proposal Summary: The basic proposal████████proposes
normal approaches to PAI development. The contractor adequately
handled all details regarding financing and background work experience.
In the proposal ████████discusses the PAI format and procedural
questions for the development of PAI units. He also alludes to the
possibility that a teaching machine might be the proper format to
teach this material. ████████is highly regarded in the academic
circles of programming as one of the top professionals.

While there are many positive aspects in this proposal there
are a few negatives such as his lack of experience with foreign language
teaching, no qualified linguist on their staff, and their extreme distance
from Washington, D. C.

STATINTL   A.   ███████████████████████████████

1. Bid Price: $30,799.00 (detailed)
2. Performance Period: 6 months
3. Location of Contra█████████████████   STATINTL
4. Project Director: ████████████████
5. Proposal: The basic proposal follows the general guidelines specified in the RFP. It does not add any new material.

    The proposal does not elaborate on the academic approach it proposes to take in the development of a PAI course but leans heavily on their current experience with the development of a machine-oriented full-length programmed course in Vietnamese indicating the possibility that these PAI course units may also follow a similar development approach.

    Their cost section ($30,799.00) is classified as an "estimate" if certain performance standards are met by their staff. If they were to go the six (6) months period at their "weekly rate of $1,466.66" it will mean a true cost of $38,133.16 to the Agency, not the $30,799.00 estimated.

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A. ███████████████████████████████

1. Bid Price: $49,672.00 (detailed)
2. Performance Period: 6 months
3. Location of Contractor ████████████████████████   STATINTL
4. Principal Investigator: ███
5. Proposal Summary: This proposal covers not only the minimum RFP requirements but also elaborates on many possible approaches to achieve a "solution" to the problem of second language learning. If the proposal has any real fault it lies in the rigid course development approach proposed as the "solution" to the problem. An approach which appears to be structured more for research than an applied problem.

This rigidity is especially noticeable when you consider that the potential contractor, while aware of the quality of the Agency student body from his previous work with them, does not know that the CIA is the "client" in this RFP. He is, therefore, making unwarranted judgments regarding the method to solve this problem before he knows all the facts in this case.